



Legislation Text

File #: 040514, **Version:** 1

LAND DEVELOPMENT CODE AMENDMENT - DIRECTIONAL SIGNS FOR COMMERCIAL DEVELOPMENTS OVER 300,000 SQUARE FEET (B)

Ordinance No. 0-05-07; Petition 149TCH-04 PB

An ordinance of the City of Gainesville, Florida, creating subsection 30-318(h), City of Gainesville Code of Ordinances, allowing directional signage for non-residential developments with a minimum of 300,000 square feet of floor area under certain conditions; providing directions to the codifier; providing a severability clause; providing a repealing clause; and providing an immediate effective date.

The City Commission adopt the proposed ordinance.

COMMUNITY DEVELOPMENT DEPARTMENT STAFF REPORT

In 1992, the City of Gainesville annexed the Oaks Mall and some of the surrounding area. The current zoning for the mall is BUS (general business district), while the current land use designation of the property is C (commercial). The sign provisions of the Land Development Code regulate signage for the property. The petitioner is requesting an amendment to allow larger directional signage.

Staff recommends that directional signs be allowed for large-scale non-residential developments that contain more than 300,000 square feet of floor area. Staff does not recommend limiting these signs to retail shopping facilities. Large office complexes and hospitals are examples of uses that may have 300,000 square feet of floor area and where directional signs may be appropriate. Directional signs would not be exempt from the provisions of the sign regulations and would be subject to review just as other commercial signs are. Staff is also recommending that the method to measure sign area not be changed from the existing provisions. Under these provisions, the base of a monument sign counts towards the sign area unless the base area is sufficiently landscaped to screen it from view. This applies to up to 3 feet of the height of the base.

Public notice was published in the Gainesville Sun on October 5, 2004. The Plan Board held a public hearing October 21, 2004. Planning Division staff recommended that the Plan Board approve the petition. The Plan Board recommended that the City Commission approve Petition 149TCH-04 PB. Plan Board vote 5-0

CITY ATTORNEY MEMORANDUM

This ordinance requires two public hearings. Should the Commission adopt the ordinance on first reading; the second and final reading will be held on Monday, February 14, 2005.

None